

Establishing Brand Identity

brandmethod™



roar



What is Branding?

Most people think about logos, websites, fonts, and colors when they hear the word branding. At Roar, we use Marty Neumeier's definition, "A Brand is a person's gut feeling about a product, service, or company." Consequently, branding is the evolution of a customer's emotional connection and perception they create about a brand. One of the most common questions we encounter in our initial client meetings is, "Why should I invest in branding?" Our response is that if you are running a business you are already investing in branding, but without a strong, intentional strategy. We believe that companies who are intentional about branding will increase their competitive advantage, yield stronger brand loyalty, and generate higher revenue.

What is Brand Identity?

Brand identity is a tangible and real connection your customers have with your brand. At a visual level, it creates recognition, distinction, and expresses your why. On a whole other level, brand identity influences how your customers perceive your business. Your brand identity takes a variety of elements and unifies them into a system that creates meaning, sets strategy, informs value, and keeps you competitive.

Brand Identity Checklist

What goes into a brand's identity? Below is a list of the most common elements that make up a company's visual architecture. Take a moment and consider your visual identity at this point. Use the boxes to fill in a letter value and use the circles to prioritize action, if any, by number.

Suggested Values:

Great! No Issues (G) Needs Review (R) Update Needed (U) Urgent Issue (!) What is this? (?) Need This (N)

- | | | |
|-----------------------|--------------------------|---|
| <input type="radio"/> | <input type="checkbox"/> | Brand Standards Documents
Usage manuals, voice and tone guides, messaging documents |
| <input type="radio"/> | <input type="checkbox"/> | Logo Files
Editable files, web-ready and print ready files, alternative logo files, product logos |
| <input type="radio"/> | <input type="checkbox"/> | Supporting Elements
Color palette values (HEX, CMYK, Pantone), typeface files and licenses, stock photography archive |
| <input type="radio"/> | <input type="checkbox"/> | Stationery and Forms
Business cards, letterhead, envelopes, branded templates for documents and presentations, brand aligned invoices, contracts, estimates, policies, internal documents |
| <input type="radio"/> | <input type="checkbox"/> | Literature
Brochures, case studies, spec sheets, product catalogue |
| <input type="radio"/> | <input type="checkbox"/> | Digital Content
Website, page templates, staff-directory, digital ads and messaging, newsletters, eBooks, webinar branding, blog content, email communication standards |
| <input type="radio"/> | <input type="checkbox"/> | Print Content
Print ads and messaging, branded merchandising, internal and external signage, vehicle signage, uniforms, tradeshow booth. |

With this complete, identify the top two priorities below. Consider the value that these elements bring to your brand. How does this element generate or capture revenue? How central to your brand is it?

	<i>Brand Element</i>	<i>Value (Quantitative or Qualitative)</i>
1.	_____	_____
	_____	_____
2.	_____	_____
	_____	_____

Moodboard

Brand artists use moodboards to collect visual inspiration to use as a guide when creating new visual elements. We like to invite our clients to participate with us by creating their own moodboard.

Textures

Colors

Images

Words

Typography

Norms for Creating Effective Moodboards

1. Suspend judgment and embrace while ideas.
2. Look outside your industry.
3. Repetition is OK! It will often show us where design aligns.
4. Need more space? Make a larger version with tape and markers.

Brand Attributes

When building a brand you want to be intentional about each and every engagement. Brainstorm adjectives or simple phrases for each category that are based on an ideal customer experience.

Culture

How would your community describe you?

Customers

How would you describe your customers?

Voice

How does your brand sound to others?

Feeling

How do others feel after interacting with you?

Impact

What tangible impact do you have on others?

X-Factor

What makes you radically different?

Sketch

Courage is one of our values. We want our clients to walk away with both great solutions and also courageous creative confidence. We invite you to start with us... right where we begin... with sketching out simple drawings of the visual element we are collaborating together to create.

Sketch 1

Sketch 2

Sketch 3

Refine 1 Take one of these ideas and refine it

Let's take your brand in a courageous direction.

Contact Us Today

Trey Boden | Design Executive Officer
e. trey@createwithroar.com | p. 404.585.8739
www.createwithroar.com

Our Services

Brand Strategy

Vision & Mission
Statements
Core Values
Messaging and Voice
Leadership Retreats
Strategic Plans
Target Market Profiles

Brand Marketing

Engagement Brochures
Copywriting
Connect Cards
Interior Graphics
Print Ads
Web Design

Brand Identity

Logos and Styling
Naming
Identity Systems
Creative Direction
Brand Standards
Graphic Design
Stationery

Make Your Brand Roar.

